Contact: Dianna Gutierrez

The Chrysler Brand Kick Starts U.S. Youth Soccer National Test Drive Tour

Youth Soccer Consumer Initiative to Take Place in Various Markets Across the U.S.

May 16, 2012, Auburn Hills, Mich. - The Chrysler brand today announced a partnership with the United States Youth Soccer Association (U.S. Youth Soccer), the nation's largest youth sports organization, to create a test drive tour featuring the 2012 Chrysler Town & Country minivan. The partnership allows the brand to conduct onsite test drives at various U.S. Youth Soccer games and regional soccer events.

Accompanied by Chrysler brand product specialists, each test driver will receive a $10 gift card for their participation, as well as gain entry into a national giveaway for a chance to win $45,000 towards any Chrysler brand vehicle.

"U.S. Youth Soccer, our 3 million registered youth players and our local soccer communities across the country are happy to have the support of Chrysler through this partnership to engage and reward our members," said John Sutter, President, U.S. Youth Soccer. "For our active families, the chance to test drive and get a hands-on experience with these products within their existing schedules will be greatly appreciated."

"The 2012 Chrysler Town and Country minivan fits perfectly into the lifestyle of active families who not only need to transport team members and all of the various sports equipment to and from games," stated Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. "The alignment with U.S. Youth Soccer is a mutually beneficial relationship that enables us to connect and demonstrate the functionality of a vehicle segment we invented to thousands of families at more than 30 events throughout the country. The 2012 Chrysler Town and Country carries the torch for ultimate versatility, standard luxury and convenience with unsurpassed quality, comfort and value."

Throughout the tour, the 2012 Chrysler Town & Country will be prominently featured in high traffic locations of the local soccer games. The test drive tour will travel to a variety of markets including Chicago, Boston, Atlanta, Dallas, San Francisco, Phoenix, Seattle, Salt Lake City, San Diego, Los Angeles and New York amongst others and conclude on August 10, 2012.

For more information, please visit http://www.facebook.com/Chrysler.

About the Chrysler Town & Country

The 2012 Chrysler Town & Country minivan builds upon the dramatic, well-received changes made in the previous model year. Already imbued with innovative technology, unparalleled functionality, classic design, and a long list of standard convenience and safety features, enhancements in refinement make the 2012 Town & Country a true stand-out in the minivan segment.

All 2012 Chrysler Town & Country models offer over 40 available safety, security, and technology features, providing customers the safety they expect to ensure peace of mind when traveling. Standard safety features include ParkView® rear backup camera, front seat-mounted air bags, a driver-side inflatable knee blocker, advanced multistage driver and front passenger air bags, side-curtain air bags for all three rows, and electronic stability control, including Brake Assist and all-speed traction control. New standard features for 2012 include standard leather seating and rear-seat DVD for all models, new Sapphire Blue interior lighting scheme and a class-exclusive leather and wood heated steering wheel for Limited models.

About Chrysler Brand

The spirit of hard work. Earning your place without forgetting where you're from. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2012 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. Chrysler's 200 sedan inspired the brand's identity: "Imported from Detroit." The 2012 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible—with a power soft or hardtop—offers an open-air

experience featuring elegant craftsmanship. The 2012 Chrysler Town & Country minivan is beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow ‘n Go® seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country’s innovative offerings.

About the United States Youth Soccer Association (U.S. Youth Soccer) – U.S. Youth Soccer - "The Game for ALL Kids!®" is the largest youth sports organization in the country and largest member of the United States Soccer Federation, the governing body of soccer in the United States. U.S. Youth Soccer registers more than 3 million players annually, ages 5 to 19, and over 900,000 administrators, coaches and volunteers in 55 member State Associations. U.S. Youth Soccer programs provide a fun, safe and healthy environment for players at every level of the game. For more information, visit www.USYouthSoccer.org.

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